



**Chandler • Arizona**  
*Where Values Make The Difference*

# City of Chandler

## 2013-2014

### Sponsorship Opportunities



Dear Potential Sponsor,

Thank you for your interest in sponsoring City of Chandler Special Events. The City of Chandler Recreation Division strives to produce top-rated events that the entire family can enjoy **FREE** of charge. In order to accomplish this goal, the City welcomes sponsorships to offset the expenses of the event. These events take place throughout the year and attract various age groups.

Our events provide you the opportunity to sponsor eight differently designed activities that attract guests from all over the valley, while providing our local community residents more intimate activities for the entire family. We offer options to fill your needs and budget.

For additional information or to discuss further sponsorship opportunities, please contact...

Hermelinda Llamas  
Special Events Coordinator  
480-782-2665  
[Hermelinda.Llamas@chandleraz.gov](mailto:Hermelinda.Llamas@chandleraz.gov)  
[www.chandleraz.gov/special-events](http://www.chandleraz.gov/special-events)

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# Halloween Spooktacular

**EVENT DESCRIPTION:** The 32<sup>nd</sup> annual Halloween Spooktacular event has music, a haunted house, carnival games, crafts, souvenir photos, piñatas, cake walks, a pumpkin patch, free candy, and food and beverages. The activities for the event include: eight different games for various ages to play and win candy prizes, hands-on make and take crafts areas, face painting, pumpkin painting, pumpkin bowling, five piñatas and a costume contest.



**Location:** Downtown Chandler Community Center

**Average Attendance:** 1,200 to 1,500 guests


**2013 Date:** Friday, October 25, 2013

**Time:** 5:30 p.m. - 8:30 p.m.

**EVENT HISTORY:** The Halloween Spooktacular has grown into a large scale event that has been recognized by multiple local magazine and newspaper articles. Since the event began 31 years ago at Arrowhead Park with homemade games and decorations, various changes have been made to the event. For the majority of the event's history, Spooktacular occurred in the late morning/early afternoon with a costume parade and candy give-away. In 2007, Spooktacular was transformed into an evening event as an alternative to neighborhood trick or treating. By having it in the evening, it helped to create the Halloween atmosphere for all our ghosts and goblins. These recent changes have attributed to its growing success.



# Sponsorship Opportunities

	GHOST SPONSOR \$700	TRICK OR TREAT SPONSOR \$500	SCARECROW SPONSOR \$250	WITCH SPONSOR \$100
Name on Press Releases	Yes	Yes	Yes	No
Company Listed on City Event Website	Yes (Logo)	Yes (Name)	Yes (Name)	Yes (Name)
Company Listed on Print Advertisement (newspaper, magazine, etc.)	Yes (Name)	No	No	No
Company Listed on City Recreational E-Newsletter	Yes (Logo)	Yes (Name)	Yes (Name)	No
Company Listed on Event Poster and Flier	Yes (Logo)	Yes (Logo)	Yes (Name)	Yes (Name, flier only)
10 x 10 Booth Space at Event	Yes	Yes	No	No
Company Fliers at City Event Information Booth	No	No	Yes	Yes
Company Banner Placed in Chosen Event Area	Yes	Yes	Yes	No
Sponsor Acknowledgement(s) Read at Entertainment Stage	Yes (7)	Yes (5)	Yes (2)	No

\*Event Area Sponsorships – Companies seeking sponsorship in these categories are to choose the sponsorship level and area of activity to sponsor

Ghost Sponsor – Pumpkin Patch, Souvenir Photos and Frames

Trick or Treat Sponsor – Haunted House, candy

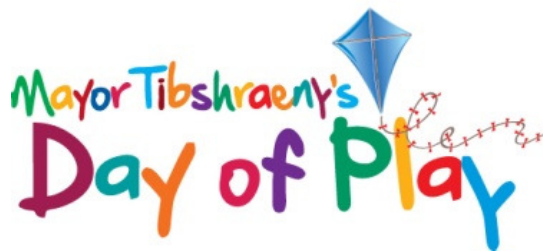
Scarecrow Sponsor – Piñatas, Cemetery, Costume Contest, Crafts

# Items will be fulfilled as sponsorships are received. Advertising or printing may be impacted.



# Shape Up Arizona! at Mayor Tibshraeny's Day of Play

**EVENT DESCRIPTION:** The 7<sup>th</sup> annual Shape Up Arizona! at Mayor Tibshraeny's Day of Play is a four hour event that is dedicated to the health, wellness, fitness, and spirit of children. The event has over 100 booths and activities for guests to visit and be a part of. Activities include: child fingerprinting, oral hygiene booths, medical screening booths, sport activities such as gymnastics, boxing, and golf; healthy eating tips, and much more. As part of the event, parents are shown techniques on how to facilitate a healthy lifestyle for themselves and their families.



**Location:** Tumbleweed Park

**Average Attendance:** Between 3,700 to 4,500 guests

**2013 Date:** Saturday, October 26, 2013

**Time:** 9:00 a.m. to 1:00 p.m.



**EVENT HISTORY:** This event began in the fall of 2007 with 30 booths and activities. The event enabled us to celebrate being named one of the 100 Best Communities for Young People and a Playful City USA winner. Since then, we continue to be honored with these awards and use this event to highlight the honor each year. In 2010, we partnered with ShapeUpUS.org to bring awareness to a larger audience and expand the activities to what they are today.

# Sponsorship Opportunities

	HEALTH SPONSOR \$4,000	WELLNESS SPONSOR \$2,500	FITNESS SPONSOR \$1,000	PLAY SPONSOR \$500
Name on Press Releases	Yes	Yes	Yes	Yes
Company Listed on City Event Website	Yes (Logo)	Yes (Name)	Yes (Name)	Yes (Name)
Company Listed on Print Advertisement (newspaper, magazine, etc.)	Yes (Logo)	Yes (Name)	No	No
Social Media Posting on Facebook/Twitter	Yes (4)	Yes (2)	Yes (1)	No
Company Listed on City Recreational E-Newsletter	Yes (Logo)	Yes (Name)	Yes (Name)	Yes (Name)
Company Listed on Event Poster and Flier	Yes (Logo)	Yes (Logo)	Yes (Name)	No
Logo on Event Park Banners	Yes	No	No	No
Company Banner Placed on Entertainment Stage	Yes	Yes	No	No
10' x 10' Booth Space at Event	Yes	Yes	Yes	Yes
Sponsor Acknowledgement(s) Read at Entertainment Stage	Yes (7)	Yes (5)	Yes (3)	Yes (1)

# Items will be fulfilled as sponsorships are received. Advertising or printing may be impacted.





# Fall Rhythm Fest

**EVENT DESCRIPTION:** The 27<sup>th</sup> annual Fall Rhythm Festival is a four hour event. The festival is an evening of family fun, where two of the Valley's hottest bands entertain the guests. Local businesses and non-profit organizations offer a variety of tasty foods, beverages, and merchandise for sale. In addition, there are interactive amusement activities for children, along with musical contests for all ages. To end the night off right, we have fireworks for our grand finale.

**Location:** Tumbleweed Park

**Average Attendance:** Between 6,000 to 8,000 guests

**2013 Date:** Saturday, October 26, 2013


**Time:** 5:30 p.m. to 9:30 p.m.



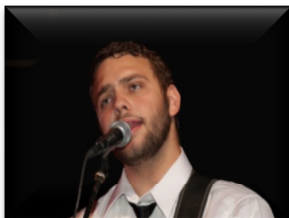
**EVENT HISTORY:** The Fall Rhythm Fest started as a small community gathering to listen to rock, blues, and jazz. The festival began at Arrowhead Park and eventually outgrew this park. Tumbleweed Park became its official home in the fall of 2003. In 2008, the number of bands performing changed from three to two, which allowed guests to enjoy their favorite band longer. To make it more of a family event, kid activities and music contests were added to give it a new feel.



# Sponsorship Opportunities

	PRESENTING SPONSOR \$4,000	RHYTHM SPONSOR \$2,500	ROCK SPONSOR \$1,500	MUSIC SPONSOR \$500
Presenting Sponsor	Yes	No	No	No
Name on Press Releases	Yes	Yes	Yes	Yes
Company Listed on City Event Website	Yes (Logo)	Yes (Name)	Yes (Name)	Yes (Name)
Social Media Postings (Facebook/Twitter)	Yes (4)	Yes (2)	Yes (1)	No
Company Listed on Print Advertisement (newspaper, magazine, etc.)	Yes (Logo)	Yes (Name)	No	No
Logo on Break Time (City Recreation Magazine)	Yes	No	No	No
Company Listed on City Recreational E-Newsletter	Yes (Logo)	Yes (Name)	Yes (Name)	Yes (Name)
Company Listed on Event Poster and Flier	Yes (Logo)	Yes (Logo)	Yes (Name)	No
Logo on Event Park Banners	Yes	No	No	No
Company Banner Placed on Entertainment Stage	Yes	Yes	No	No
10' x 10' Booth Space at Event	Yes	Yes	Yes	Yes
Sponsor Acknowledgement(s) Read at Entertainment Stage	Yes (5)	Yes (3)	Yes (3)	Yes (1)

# Items will be fulfilled as sponsorships are received. Advertising or printing may be impacted.



# Woofstock – The Great Chandler Dog Walk

**EVENT DESCRIPTION:** The 6th annual Woofstock – The Great Chandler Dog Walk is held in Chandler and in partnership with the American Service Animal Society and Maricopa County Animal Care and Control; for a fun day that is all about dogs and their families. The tail waggin' activities include: Great Chandler Dog Walk – a walk with three different courses so dogs of any size and their owners can participate, funds raised from the walk help veterans to get guide dogs into their homes; the Concert Critters – three bands play various dog tunes on stage; Pets on Parade – parade through the center of the event as judges score them on originality, theme, and overall cuteness, winners receive gift baskets; Interactive Demonstrations by local dog groups; Mini Bark Park; Free Booth Activities – Dog Massages, Pet Psychic; and so much more. Nonprofits and businesses from around the valley join in the fun by having booths displaying, selling, and informing guests about their services. Also available for guests are pet adoptions – last year over 40 dogs received a new home, vaccinations, and microchips. This is our fastest growing event.



**Location:** Tumbleweed Park


**Average Attendance:** 3,700 to 4,200 guests

**2013 Date:** Saturday, November 16, 2013

**Time:** 9:00 a.m. to 2:00 p.m.

**EVENT HISTORY:** Woofstock- The Great Chandler Dog Walk has been a hit since its debut in 2008. The event is a collaboration between the City of Chandler, the American Service Animal Society, and the Maricopa County Animal Care and Control. The event is a way to help raise funds for veterans, raise awareness for pet care, and to just have some fun. This event brings together local business and non-profit organizations to provide participants with information, care tips, goodies and treats for dogs and their owners. Woofstock is the recipient of the 2009 Outstanding Community Special Event presented by the Arizona Parks and Recreation Association.

# Sponsorship Opportunities

	PRESENTING SPONSOR \$7,000	GOLDEN RETRIEVER SPONSOR \$3,000	BASSETT HOUND SPONSOR \$1,500	CHIHUAHUA SPONSOR \$500
Name on Press Releases	Yes	Yes	Yes	Yes
Company Listed on City Event Website	Yes (Logo)	Yes (Name)	Yes (Name)	Yes (Name)
Social Media Posting (Facebook/Twitter)	Yes (4)	Yes (2)	Yes (1)	No
Company Listed on Print Advertisement (newspaper, magazine, etc.)	Yes (Logo)	Yes (Name)	No	No
Logo on Break Time (City Recreation Magazine)	Yes	No	No	No
Company Listed on City Recreational E-Newsletter	Yes (Logo)	Yes (Name)	Yes (Name)	Yes (Name)
Company Listed on Event Poster and Flier	Yes (Logo)	Yes (Logo)	Yes (Name)	No
Logo on Event Park Banners	Yes	No	No	No
Company Banner Placed Throughout Event	Yes (3)	Yes (2)	Yes (1)	No
10' x 10' Booth Space at Event	Yes	Yes	Yes	Yes
Sponsor Acknowledgement(s) Read at Entertainment Stage	Yes (7)	Yes (5)	Yes (3)	Yes (1)

# Items will be fulfilled as sponsorships are received. Advertising or printing may be impacted.





# Tumbleweed Tree Lighting Ceremony

**EVENT DESCRIPTION:** The 57<sup>th</sup> annual Tumbleweed Tree Lighting Ceremony is a unique southwestern tradition that draws visitors from far and wide to ring in the holiday season. Guests come early to listen and to watch local musicians and dancers perform on two different stages, eat food and drink hot chocolate or any number of things being sold, and explore the booths on the east and west side of Dr. A.J. Chandler Park. Kids and families can also take pictures with Santa and take them home as a souvenir. Visitors watch the most unique tree light up the night when the Mayor flips the switch and the holiday season in Downtown Chandler officially begins. This event runs simultaneously with the Parade of Lights.



**Location:** Dr. A.J. Chandler Park

**Average Attendance:** 18,000 to 20,000 guests

**2013 Date:** Saturday, December 7, 2013

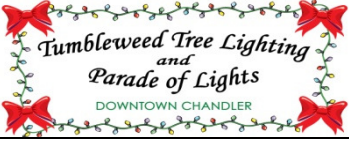
**Time:** 4:30 p.m. to 9:00 p.m.



**EVENT HISTORY:** This unique Chandler tradition began in 1957, when Chandler resident Earl Barnum raised the idea of a tumbleweed tree. Many members of the community helped create the first tree in Chandler using tumbleweeds that they gathered from around town. To this day, Chandler is the only city in the southwestern United States that has such a tree! Through the years members of the City's Park Operations Division have adopted the duty of gathering between 1,500-2,000 tumbling tumbleweeds from the outskirts of the City. Then the tumbleweeds are sprayed with 25 gallons of white paint, 20 gallons of flame retardant and dusted with 65 pounds of glitter. The tree is later adorned with approximately 1,200 holiday lights that give it a spectacular look, day or night. The lighting of the Tumbleweed Tree draws a large crowd to see this magnificent sight.



# Sponsorship Opportunities

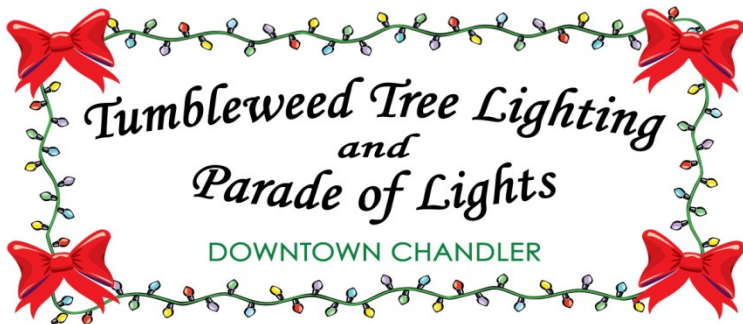
	PRESENTING SPONSOR \$7,000	GOODWILL SPONSOR \$3,000	SLEIGHBELLS SPONSOR \$1,500	MISTLETOE SPONSOR \$500
Name on Press Releases	Yes	Yes	Yes	Yes
Company Listed on City Event Website	Yes (Logo)	Yes (Name)	Yes (Name)	Yes (Name)
Social Media Posting (Facebook/Twitter)	Yes (5)	Yes (3)	Yes (1)	No
Company Listed on Print Advertisement (newspaper, magazine, etc.)	Yes (Logo)	Yes (Name)	Yes (Name)	No
Logo on Break Time (City Recreation Magazine)	Yes	No	No	No
Company Listed on City Recreational E-Newsletter	Yes (Logo)	Yes (Name)	Yes (Name)	Yes (Name)
Company Listed on Event Poster and Flier	Yes (Logo)	Yes (Logo)	Yes (Name)	No
Logo on Event Park Banners	Yes	No	No	No
Company Listed on Sponsor Banner	Yes	Yes	No	No
10' x 10' Booth Space at Event	Yes	Yes	Yes	Yes
Sponsor Acknowledgement(s) Read at Entertainment Stage	Yes (7)	Yes (4)	Yes (3)	Yes (1)

# Items will be fulfilled as sponsorships are received. Advertising or printing may be impacted.



# Parade of Lights

**EVENT DESCRIPTION:** The 17<sup>th</sup> annual Parade of Lights is a vibrant community event that lights up the streets of Downtown Chandler. The parade displays floats, marching bands, dance troupes, mascots, and vehicles. The parade entries are created and designed by families, local school groups, civic organizations, neighborhoods, and businesses that come back each year to participate. Each entry needs to be lit up with lights and this includes the individuals participating in the parade. Santa is the star of the parade as he rides in on the Ladder Truck 281, as the final entry of the parade. Entries can compete in one of nine categories to earn a plaque and cash award. The route is  $\frac{3}{4}$  of a mile through Downtown Chandler with thousands of people lining the route. The event helps to bring our community together to kick-off the holidays. The event runs simultaneously with the Tumbleweed Tree Lighting Ceremony.



**Location:** Downtown Chandler

**Average Entry Participants:** 60

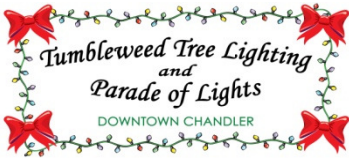
**2013 Date:** Saturday, December 7, 2013

**Time:** 7:00 p.m.



**EVENT HISTORY:** The Parade of Lights began as a small community parade with 29 entries as an additional feature to the already popular Tumbleweed Tree Lighting ceremony. Since then, the numbers of entries have increased to a maximum of 60 and compete in various categories. The judging began with seven and has increased to nine in the past three years.

# Sponsorship Opportunities

	PRESENTING SPONSOR \$4,000	TWINKLING LIGHTS SPONSOR \$2,500	SPARKLING STARS SPONSOR \$1,500	RINGING BELLS SPONSOR \$500
Name on Press Releases	Yes	Yes	Yes	Yes
Company Listed on City Event Website	Yes (Logo)	Yes (Name)	Yes (Name)	Yes (Name)
Social Media Posting (Facebook/Twitter)	Yes (5)	Yes (3)	Yes (1)	No
Company Listed on Print Advertisement (newspaper, magazine, etc.)	Yes (Logo)	Yes (Name)	No	No
Logo on Break Time (City Recreation Magazine)	Yes	No	No	No
Company Listed on City Recreational E-newsletter	Yes (Logo)	Yes (Name)	Yes (Name)	Yes (Name)
Company Listed on Event Poster and Flier	Yes (Logo)	Yes (Logo)	Yes (Name)	No
Logo on Event Park Banners	Yes	No	No	No
Company Listed on Event Sponsor Banner	Yes	Yes	Yes	Yes
Spot Reserved for Company's Parade Entry	Yes	Yes	No	No
10' x 10' Booth Space at Event	Yes	Yes	Yes	Yes
Sponsor Acknowledgement(s) Read at Entertainment Stage	Yes (7)	Yes (4)	Yes (3)	Yes (1)

# Items will be fulfilled as sponsorships are received. Advertising or printing may be impacted.





# Family Easter Celebration

**EVENT DESCRIPTION:** The 33<sup>rd</sup> Annual Family Easter Celebration takes place in south Chandler and provides some of the most enthusiastic Easter Egg Scrambles in the Valley for kids up to nine years of age. In addition to the egg hunts, there are information booths, displays, interactive amusements, craft and game booths, and a Family Easter Basket Give-Away. A coloring contest is conducted prior to event day with the winner being announced at the event.

**Location:** Snedigar Sports Complex

**Average Attendance:** 3,000 guests

**2014 Date:** Saturday, April 19, 2014


**Time:** 9 a.m. to 12:00 p.m.



**EVENT HISTORY:** The Family Easter Celebration began in 1982 at Desert Breeze Park. The event would range from three to four hours in length each year. Eventually it would settle as a three hour event. The number of candy filled eggs has topped 8,000 as the event continues to grow.



# Sponsorship Opportunities

	PRESENTING SPONSOR \$7,000	EGG HUNT SPONSOR \$3,000	BASKET SPONSOR \$1,500	BONNET SPONSOR \$500
Name on Press Releases	Yes	No	No	No
Company Listed on City Event Website	Yes (Logo)	Yes (Name)	Yes (Name)	Yes (Name)
Company Listed on Print Advertisement (newspaper, magazine, etc.)	Yes (Logo)	Yes (Name)	No	No
Logo on Break Time (City Recreation Magazine)	Yes	No	No	No
Company Listed on City Recreational E-Newsletter	Yes (Logo)	Yes (Name)	Yes (Name)	Yes (Name)
Company Listed on Event Poster and Flier	Yes (Logo)	Yes (Logo)	Yes (Name)	No
Logo on Event Park Banners	Yes	No	No	No
Company Banner Placed on Entertainment Stage	Yes	Yes	Yes	Yes
Additional Corporate Banners at Event	Yes	No	No	No
10' x 10' Booth Space at Event	Yes	Yes	Yes	Yes
Sponsor Acknowledgement(s) Read at Entertainment Stage	Yes (4)	Yes (3)	Yes (2)	Yes (1)

# Items will be fulfilled as sponsorships are received. Advertising or printing may be impacted.



# Chandler Jazz Festival

**EVENT DESCRIPTION:** The 15<sup>th</sup> Annual Chandler Jazz Festival brings the community together during this two-day event as they dance in Downtown Chandler and listen to smooth jazz music. Over 25 musical groups play throughout the festival as various locations play host to jazz music at all hours of the day. The event is hosted at Dr. A.J. Chandler Park where large bands play on the main stage along with our Friday and Saturday headliners. The sidewalks of downtown have duos and trios perform during the day, while many restaurants provide jazz bands into the evening hours. The Crowne Plaza San Marcos Resort also plays host to various bands performing on Friday evening and Saturday afternoon. Visitors can also experience the Arts & Crafts Fair along with the Beer & Wine Garden.



## CHANDLER JAZZ FESTIVAL



**Location:** Dr. A.J. Chandler Park - Downtown Chandler


**Average Attendance:** 12,000 to 15,000 guests

**2014 Date:** Friday, April 4 to Saturday, April 5, 2014

**Time:** Friday 4:30 p.m. to 9:30 p.m. and  
Saturday Noon to 9:30 p.m.

**EVENT HISTORY:** The Chandler Jazz Festival began in 2000. Thanks to the influence of Irvin Mayfield, the event has turned its focus to the music of New Orleans and brought a taste of The Big Easy and Mardis Gras to Chandler. In 2004, Jazz in AZ began incorporating “How Cool is Jazz”, a fun activity for children of all ages, which helped to make the Chandler Jazz Festival more of a family friendly event. Additionally, the introduction of the New Orleans Music Stage in 2009 by the Arizona Classic Jazz Society was instrumental in turning the event’s focus to the music of New Orleans. Since 2000, the event has grown to include as many as 32 bands from its original five bands and has grown from an intimate Sunday evening gathering to a large scale two-day long event.

# Sponsorship Opportunities

 CHANDLER JAZZ FESTIVAL	PRESENTING SPONSOR \$7,000	TRUMPET SPONSOR \$3,000	SAXOPHONE SPONSOR \$1,500	BASS SPONSOR \$500
Name on Press Releases	Yes	Yes	Yes	Yes
Company Listed on City Event Website	Yes (Logo)	Yes (Name)	Yes (Name)	Yes (Name)
Social Media Posting (Facebook/Twitter)	Yes (8)	Yes (5)	Yes (2)	No
Company Listed on Print Advertisement (newspaper, magazine, etc.)	Yes (Logo)	Yes (Name)	No	No
Logo on Break Time (City Recreation Magazine)	Yes	No	No	No
Company Listed on City Recreational E-Newsletter	Yes (Logo)	Yes (Name)	Yes (Name)	Yes (Name)
Company Listed on Event Poster and Flier	Yes (Logo)	Yes (Logo)	Yes (Name)	No
Logo on Event Park Banners	Yes	No	No	No
Additional Corporate Banners Displayed at Event	Yes (2)	Yes (1)	Yes (1)	No
10' x 10' Booth Space at Event	Yes	Yes	No	No
Sponsor Acknowledgement(s) Read at Entertainment Stage	Yes (10)	Yes (6)	Yes (4)	Yes (2)

# Items will be fulfilled as sponsorships are received. Advertising or printing may be impacted.

